



**ARMED FORCES  
COVENANT**

## **INSIGNIA CREW**

We, the undersigned,  
commit to honour the Armed Forces Covenant  
and support the Armed Forces Community.

We recognise the value Serving Personnel (Regular & Reserve),  
Cadets, Veterans, and military families contribute to our business  
and our country.

Signed: \_\_\_\_\_

Position: \_\_\_\_\_

Managing Director

Date: \_\_\_\_\_

10<sup>th</sup> April 2019



INSIGNIA CREW

# The Armed Forces Covenant

An Enduring Covenant Between

The People of the United Kingdom

Her Majesty's Government

– and –

All those who serve or have served in the Armed Forces of the Crown

And their Families

The first duty of Government is the defence of the realm. Our Armed Forces fulfil that responsibility on behalf of the Government, sacrificing some civilian freedoms, facing danger and, sometimes, suffering serious injury or death as a result of their duty. Families also play a vital role in supporting the operational effectiveness of our Armed Forces. In return, the whole nation has a moral obligation to the members of the Naval Service, the Army and the Royal Air Force, together with their families. They deserve our respect and support, and fair treatment.

Those who serve in the Armed Forces, whether Regular or Reserve, those who have served in the past, and their families, should face no disadvantage compared to other citizens in the provision of public and commercial services. Special consideration is appropriate in some cases, especially for those who have given most such as the injured and the bereaved.

This obligation involves the whole of society: it includes voluntary and charitable bodies, private organisations, and the actions of individuals in supporting the Armed Forces. Recognising those who have performed military duty unites the country and demonstrates the value of their contribution. This has no greater expression than in upholding this Covenant.

## Section 1: Principles Of The Armed Forces Covenant

1.1 We Insignia Crew will endeavour in our business dealings to uphold the key principles of the Armed Forces Covenant, which are:

- *no member of the Armed Forces Community should face disadvantage in the provision of public and commercial services compared to any other citizen*
- *in some circumstances special treatment may be appropriate especially for the injured or bereaved.*

## Section 2: Demonstrating our Commitment

2.1 Insignia Crew recognises the value serving personnel, reservists, veterans and military families bring to our business. We will seek to uphold the principles of the Armed Forces Covenant, by:

- **promoting the fact that we are an armed forces-friendly organisation;**
  - *promoting our work through our social media channels and company website*
  - *publishing our Covenant pledge on our website 'Compliance and Conformity' page*
- **seeking to support the employment of veterans young and old:**
  - *working with and advertising vacancies through the Career Transition Partnership (CTP) and attending their Employment Fairs as an exhibitor as well as advertising widely in the Armed Forces Community, for example, via resettlement magazines such as 'Pathfinder' and with The White Ensign association, to ensure employment opportunities are made available to Veterans*
  - *fully guiding/mentoring and supporting Veterans who get in touch with us wishing to enter the superyacht industry*
  - *welcoming applications from Veterans who meet the criteria in job specifications*
  - *recognising military skills and qualifications in our recruitment and selection process, this being a major reason why we founded Insignia Crew*
- **striving to support the employment of Service spouses and partners;**
  - *as our business grows we intend to work with and advertise vacancies with Recruit for Spouses, as well as advertising widely in the Armed Forces Community*
  - *welcoming applications from spouses/partners who meet the criteria in a job specification*
  - *endeavouring to offer flexibility in granting leave for Service spouses and partners before, during and after a partner's deployment*

- **seeking to support our employees who choose to be members of the Reserve forces, including accommodating their training and deployment where possible;**
  - *staff will be actively encouraged to become Reservists*
  - *paid leave will be available to attend annual training camps*
  - *accommodation of Reserve training commitments when possible*
  - *fully supporting and accommodating mobilised deployment of Reservist employees if required*
  
- **offering support to our local cadet units, either in our local community or in local schools, where possible;**
  - *staff are actively encouraged to become members of the Cadet Forces*
  - *paid leave will be available to attend annual training camps and courses*
  - *accommodation of Cadet training commitments where possible*
  - *considering sponsorship bids to support worthwhile Cadet projects*
  
- **aiming to actively participate in Armed Forces Day;**
  - *by promotion through our website and via our social media platforms*
  - *by signing up to the AFD newsletter*
  - *following the AFD Facebook and Twitter pages*
  - *purchasing AFD merchandise*
  
- **additional commitments:**
  - *once Insignia Crew is larger, we will select a charity to fundraise for each year, the charities will always be those who provide support to former military personnel*

2.2 We will publicise these commitments on our website, setting out how we will seek to honour them and will invite feedback from the Service community, our candidates and clients to let us know how we are doing.